

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer implemented method of conducting commerce, using one or more computers, the method comprising:
  - receiving transaction requests as text inputs;
  - using one or more computers executing natural language processing to analyze the text inputs to build a conversation based on the transaction requests;
  - conducting transactions based on the text inputs;
  - generating in the one or more computers voice-synthesized responses in accordance with the transactions through an avatar;
  - tracking the transactions by storing the transactions in a database;
  - generating additional, voice-synthesized, follow-up responses through the avatar related to in response to occurrences of the transactions, with the voice-synthesized, follow-up responses based on information stored in the database, including information regarding the transactions;
  - receiving by the computer subsequent text inputs from the user in response to the voice-synthesized, follow-up responses; and
  - analyzing in the one or more computers the tracked transactions, the subsequent text inputs and the related voice-synthesized, follow-up responses about the transactions to produce market research information.
2. (Previously Presented) The method of claim 1 wherein tracking comprises:
  - searching a database to find related information associated with conducting the transactions.
3. (Canceled)

4. (Canceled)

5. (Previously Presented) The method of claim 1 wherein one of the transactions is a user request as to order status for an order being tracked in the database.

6. (Previously Presented) The method of claim 1 wherein generating the responses comprises:

searching a database for content related to one of the transaction requests; and  
animating the avatar with a voice and facial movements corresponding to content found in the database.

7. (Currently Amended) The method of claim 6 wherein animating comprises generating ~~helpful~~ verbal suggestions for conducting one of the transactions.

8. (Currently Amended) The method of claim [[7]] 6 wherein animating comprises processing text input from the user with natural language processing (~~NLP~~) techniques to develop and build conversations between a user and the avatar.

9. (Previously Presented) The method of claim 1 wherein receiving one of the text inputs is in response to a suggestion generated by the avatar.

10. (Currently Amended) The method of claim 1 wherein generating additional, voice-synthesized, follow-up responses includes an inquiry for financial information.

11. (Previously Presented) The method of claim 1 wherein one of the transactions involves a sales transaction.

12. (Previously Presented) The method of claim 1 wherein one of the transactions involves a help desk inquiry that involves customer support for a product or service.

13. (Previously Presented) The method of claim 1 wherein one of the transactions involves a report for customer support to report a malfunctioning product, system, or service.

14. (Previously Presented) The method of claim 1 wherein one of the transactions involves processing an inquiry.

15. (Currently Amended) A computer program product, residing on a computer readable medium, for conducting commerce comprises instructions for causing a computer to:

- receive transaction requests as text inputs;
- analyze the text inputs using natural language processing to build conversations with the user based on the transaction requests;
- conduct a transactions based on the text inputs;
- generate voice-synthesized responses in accordance with the transactions through an avatar;
- track the transactions by storing the transactions in a database;
- generate additional, voice-synthesized, follow-up responses through the avatar related to in response to occurrences of the transactions, with the voice-synthesized, follow-up responses based on information stored in the database, including information regarding the transactions; receiving by the computer subsequent text inputs from the user in response to the voice-synthesized, follow-up responses; and
- analyze the tracked transactions, the subsequent text inputs and the related voice-synthesized, follow-up responses about the transactions to produce market research information.

16. (Previously Presented) The computer program product of claim 15 wherein instructions to track comprise instructions to:

search a database for related information associated with conducting the transactions.

17. (Canceled)

18. (Canceled)

19. (Previously Presented) The computer program product of claim 15 wherein one of the transactions is a request as to order status for an order being tracked in the database.

20. (Previously Presented) The computer program product of claim 15 wherein instructions to generate the response comprise instructions to:

search a database for content related to one of the transaction requests; and

animate the avatar with a voice and facial movements corresponding to content found in the database.

21. (Previously Presented) The computer program product of claim 20 wherein instructions to animate comprise instructions to generate verbal suggestions for conducting one of the transactions.

22. (Previously Presented) The computer program product of claim 20 wherein instructions to animate comprise instructions to use natural language processing to develop and build conversations between a user and the avatar.

23. (Previously Presented) The computer program product of claim 15 wherein generating additional follow-up responses includes an inquiry for financial information.

24. (Previously Presented) The computer program product of claim 15 wherein one of the transactions involves a sales transaction.

25. (Previously Presented) The computer program product of claim 15 wherein one of the transactions involves a help desk inquiry that involves customer support for a product or service.

26. (Previously Presented) The computer program product of claim 15 wherein one of the transactions involves a report for customer support to report a malfunctioning product, system, or service.

27. (Previously Presented) The computer program product of claim 15 wherein one of the transactions involves processing an inquiry.

28. (Currently Amended) A system for conducting commerce, the system comprising:  
a server computer for:

receiving transaction requests as text inputs;

analyzing the text inputs using natural language processing to build conversations based on the transaction requests;

conducting the transactions based on the text inputs;

generating voice-synthesized responses in accordance with the transactions through an avatar;

tracking the transactions by storing the transactions in a database;

generate additional, voice-synthesized, follow-up responses through the avatar related to in response to occurrences of the transactions, with the voice-synthesized, follow-up responses based on information stored in the database including information regarding the transactions;

receiving by the computer subsequent text inputs from the user in response to the voice-synthesized, follow-up responses; and

analyzing, statistically, the tracked transactions, the subsequent text inputs and the related voice-synthesized, follow-up responses about the transactions to produce market research information.

29. (Previously Presented) The system of claim 28 further comprising:  
a client system for sending the text input to the server, with the client system executing a web browser program.

30. (Canceled)

31. (Canceled)

32. (New) The computer program product of claim 15 wherein one of the text inputs is received in response to a suggestion generated by the avatar.

33. (New) The system of claim 28 wherein tracking comprises:  
searching a database to find related information associated with conducting the transactions.

34. (New) The system of claim 28 wherein one of the transactions is a user request as to order status for an order being tracked in the database.

35. (New) The system of claim 28 wherein generating the responses comprises:  
searching a database for content related to one of the transaction requests; and  
animating the avatar with a voice and facial movements corresponding to content found in the database.

36. (New) The system of claim 35 wherein animating comprises generating verbal suggestions for conducting one of the transactions.

37. (New) The system of claim 35 wherein animating comprises processing text input from the user with natural language processing techniques to develop and build conversations between a user and the avatar.

38. (New) The system of claim 28 wherein receiving one of the text inputs is in response to a suggestion generated by the avatar.

39. (New) The system of claim 28 wherein generating additional, voice-synthesized, follow-up responses includes an inquiry for financial information.

40. (New) The system of claim 28 wherein one of the transactions involves a sales transaction.

41. (New) The system of claim 28 wherein one of the transactions involves a help desk inquiry that involves customer support for a product or service.

42. (New) The system of claim 28 wherein one of the transactions involves a report for customer support to report a malfunctioning product, system, or service.

43. (New) The system of claim 28 wherein one of the transactions involves processing an inquiry.

44. (New) The method of claim 1 wherein the text inputs are received from a client system executing a web browser program.

45. (New) The computer program product of claim 15 wherein instructions to receive transaction requests as text inputs comprise instructions to receive the text inputs from a client system executing a web browser program.